



## THE 2014 BIENNIAL DEER INDUSTRY NEW ZEALAND ENVIRONMENTAL AWARDS

### INTRODUCTION:

Deer Industry New Zealand is responsible for promoting and assisting the development of the New Zealand deer industry. Deer Industry New Zealand (DINZ) has a worldwide co-ordination role through research and promotion of quality products derived from deer – especially venison, velvet and co-products. DINZ acts on behalf of the deer industry to assist the Ministry of Foreign Affairs and Ministry for Primary Industries with market access negotiations.

The Biennial Deer Industry New Zealand Environmental Awards were inaugurated in 2001 following vision promoted by one of the industry's founding fathers, the late Sir Peter Elworthy. The Premier Award is still named in his honour. The Awards are part of the deer industry's environmental awareness programme, which assists with the dissemination of practical on-farm knowledge and are also embodied in the Industry's *Landcare Manual*. The awards' primary goal is to:

- *To recognise innovative deer farmers for implementing and practicing sustainable and profitable deer farming practices in land and deer systems management.*
- *To promote the adoption of sustainable deer farming practices on all deer farms.*
- *To encourage sharing of experiences and proven best sustainable management practices and innovation through the resource of the NZ Deer Farmer's Landcare Manual (re-published in 2012 and distributed to all deer farmers).*

The awards' entrants are assessed based on their demonstration of the principles found in this industry's major information resource on environmental matters: *New Zealand Deer Farmer's Landcare Manual*.

As in other years, a wide range of Merit Awards are available to interested sponsors, in addition to the DINZ funded Premier Award with a value of \$2,500, a commemorative plaque and native tree, and formal presentation at the industry conference. The Elworthy Premier Award recognises the importance of the industry's environmental image and responsibility. Its promotion and awareness since then has been critical in encouraging deer farmers to adopt sustainable farming systems and raise awareness of the challenges and innovation.



The Merit Award prizes recognise excellence on farms in key areas like, long term planning, community engagement, riparian management, market connectedness, unique soil and land conservation programmes and have a relationship with sponsoring organisations focus and the organisations' key values. Each awards prize will be valued at \$1000 each. This will include an award certificate or plaque with the sponsors' logo. Sponsors are also invited to provide expertise for on-farm assessment and involvement in the judging programme if they wish.

The Deer Farmers' Environmental Awards also produce a comprehensive brochure for distribution to all deer farmers, industry sectors and environmental agencies and groups in the wider agricultural sector. We invite key industry groups to consider this avenue of sponsorship of \$1,500 (2 brochure features and advertising space).

The brochure will feature each entrant's farm, the outcome of the judges' comments and sponsors' logos. The brochure will be distributed in the June edition of the deer industry magazine – *Deer Industry News*.

The prize winners are announced during the industry's annual conference, at the traditional Awards Dinner on the last night of the conference with sponsor recognition, but only the Premier Award is presented then. The Award's greater value is associated with the New Zealand Deer Farmers' Association and Deer Industry New Zealand's hosted public field days on the Premier and Merit Awards' winning properties where the recognition of the farm and its achievements are highlighted and the Merit Awards' sponsors have a profile, speaking opportunity and make the presentation of the award on farm.

### **The Deer Farmer's Environmental Awards Team**

David Stevens (Past Chairman of the Selection & Appointments Panel & well regarded deer farmer from Southland)

Janet Gregory (NZ Landcare Trust)

Brian Wellington (Previous award winner and deer farmer from Te Awamutu)

Amy Wills – Environment Awards coordinator (Producer Coordinator, DINZ)

### **Registration**

To register your interest as an awards sponsor, please contact:

Amy Wills  
Deer Industry New Zealand  
PO Box 10702  
Wellington, 6143

Ph: 04 471 6110

Fax: 04 472 5549

Email: [amy.wills@deernz.org](mailto:amy.wills@deernz.org)